

FIG. 1

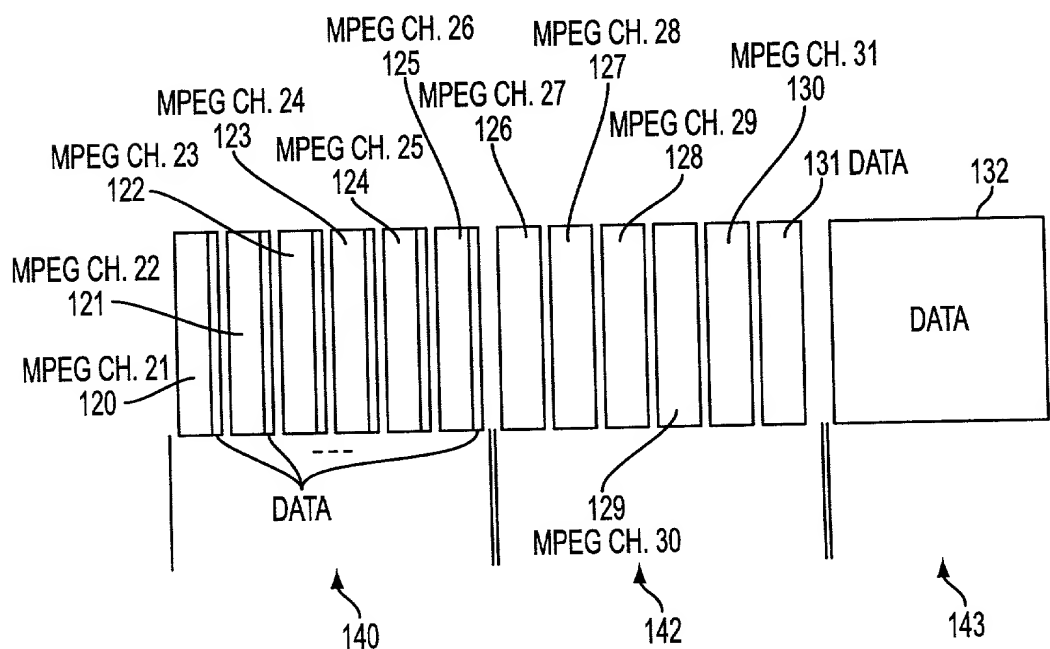


FIG. 2

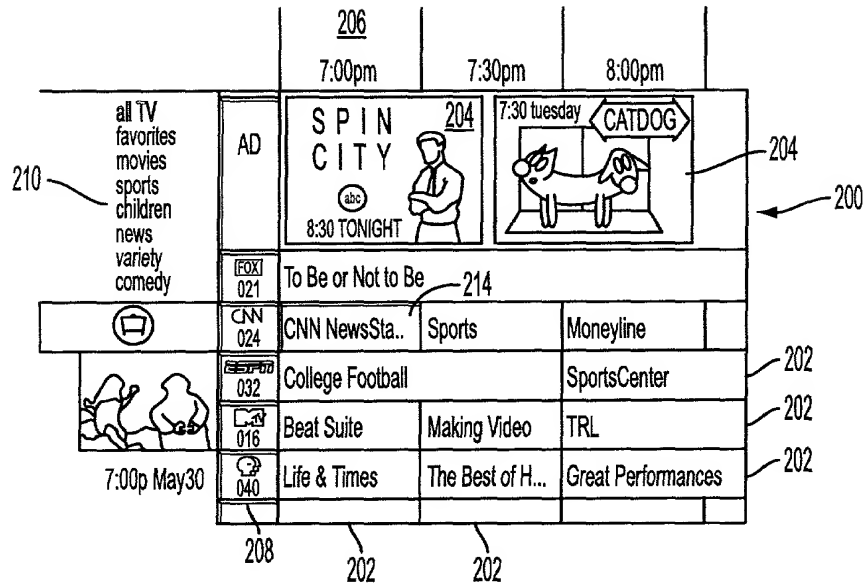


FIG. 3

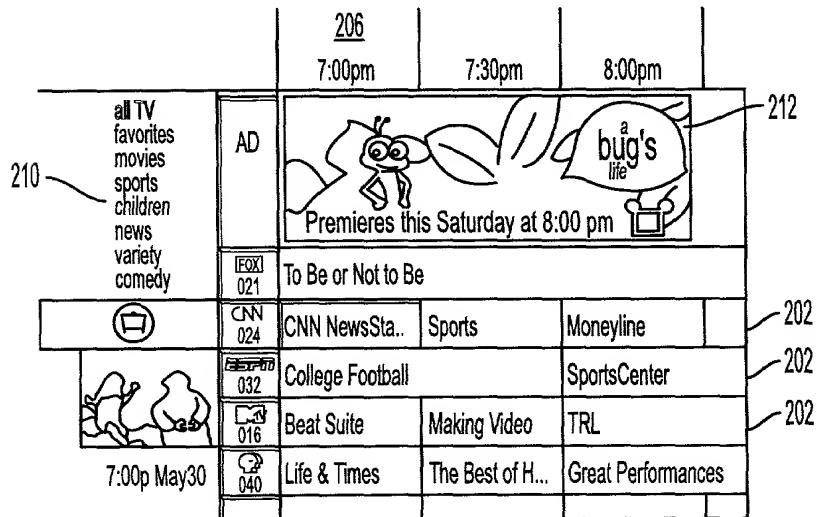

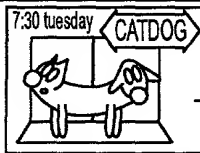














FIG. 4

		7:00pm	7:30pm	8:00pm	
all TV favorites movies sports children news variety comedy	002	Entertainmen...	Hollywood Sq...	Diagnosis Mu...	
	007	Jeopardy	Wheel of Fort...	Whose Line Is...	
	AD	 204 8:30 TONIGHT		 204	
		 214			
 7:00p May30	FOX 021	To Be or Not to Be			
	CNN 024	CNN NewsSta..	Sports	Moneyline	
	ESPN 032	College Football		SportsCenter	

		7:00pm	7:30pm	8:00pm	
all TV favorites movies sports children news variety comedy	002	Entertainmen...	Hollywood Sq...	Diagnosis Mu...	
	007	Jeopardy	Wheel of Fort...	Whose Line Is...	
	CVC 010	Teddy Bears		Dolls	
	FOX 021	To Be or Not to Be 214			
	CNN 024	CNN NewsSta..	Sports	Moneyline	
	002	Entertainmen...	Hollywood Sq...	Diagnosis Mu...	
	007	Jeopardy	Wheel of Fort...	Whose Line Is...	
7:00p May30	AD	SPIN CITY 204		7:30 tuesday CATDOG	204

		7:00pm	7:30pm	8:00pm
all TV favorites movies sports children news variety comedy		Entertainmen...	Hollywood Sq...	Diagnosis Mu...
		Jeopardy	Wheel of Fort...	Whose Line Is...
	AD	<div>7:30 tuesday</div>  <div>CATDOG</div>	<div>SPIN CITY</div>  <div>8:30 TONIGHT</div> <div>204</div> 	
				
		To Be or Not to Be		
		CNN NewsSta...	Sports	Moneyline
		College Football		SportsCenter
7:00p May30				

		today	
210	all TV favorites	002 News 6:00	
	movies	007 Eyewitness News 6:00	7:30 tuesday
	sports	010 News 6:00	204
	children	021 Fox News 6:00	
	news	025 CNN NewsSta... 6:00	
	variety	032 News 6:00	
	comedy	016 MTV News 6:00	
		040 Life & Times 6:00	

FIG. 8

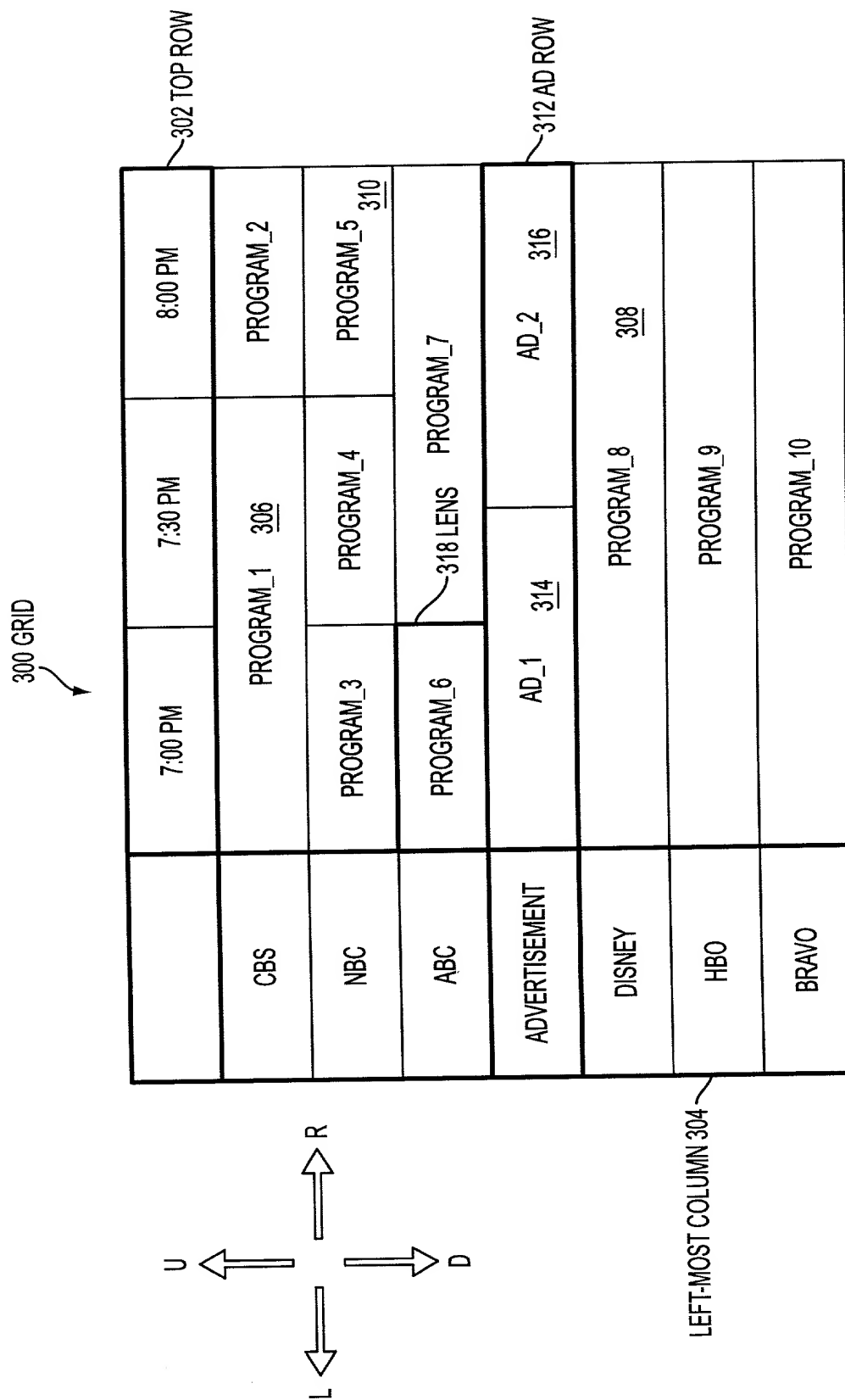


FIG. 9

[illegible]

	7:00 PM	7:30 PM	8:00 PM
ABC	PROGRAM_6	PROGRAM_7	
DISNEY	PROGRAM_8		
HBO	PROGRAM_9		
ADVERTISEMENT	AD_1	AD_2	
BRAVO	PROGRAM_10		
CINEMAX	PROGRAM_15		PROGRAM_16
PAY-PER-VIEW	PROGRAM_17	PROGRAM_18	

FIG. 10

300 GRID

	7:00 PM	7:30 PM	8:00 PM
A & E	PROGRAM_19	PROGRAM_20	PROGRAM_21
ADVERTISEMENT	AD_1	AD_2	
AMC	PROGRAM_22		
CNN	PROGRAM_23	PROGRAM_24	
SHOWTIME	PROGRAM_25		
PLAYBOY	PROGRAM_26		
HISTORY	PROGRAM_27	PROGRAM_28	

312 AD ROW

312 AD ROW

FIG. 11

300 GRID

	7:00 PM	7:30 PM	8:00 PM
AMC	PROGRAM_22		
CNN	PROGRAM_23		PROGRAM_24
SHOWTIME	PROGRAM_25		
PLAYBOY	PROGRAM_26		
HISTORY	PROGRAM_27		PROGRAM_28
CNBC	PROGRAM_29	PROGRAM_30	
ADVERTISEMENT	AD_3	AD_4	AD_5

312' AD ROW

FIG. 12

300 GRID



	7:00 PM	7:30 PM	8:00 PM
ADVERTISEMENT	AD_6		AD_7
CBS	PROGRAM_1		PROGRAM_2
NBC	PROGRAM_3	PROGRAM_4	PROGRAM_5
ABC	PROGRAM_6	PROGRAM_7	
DISNEY	PROGRAM_8		
HBO	PROGRAM_9		
BRAVO	PROGRAM_10		

TOP SCHEDULE
ROW 328

FIG. 13

300 GRID

FIG. 14

FIG. 14

300 GRID

FIG. 15

FIG. 15

300 GRID			
	5:30 PM	6:00 PM	6:30 PM
CBS	PROGRAM_31		PROGRAM_1
NBC	PROGRAM_32	PROGRAM_3	
ABC	PROGRAM_6		
ADVERTISEMENT	AD_8		
DISNEY	PROGRAM_33		
HBO	PROGRAM_34		
BRAVO	PROGRAM_35		

302 TOP ROW

312" AD ROW

FIG. 16

300 GRID

FIG. 17

FIG. 17

300 GRID

300 GRID



	7:00 PM	7:30 PM	8:00 PM
CBS	PROGRAM_1		PROGRAM_2
NBC	PROGRAM_3	PROGRAM_4	PROGRAM_5
ABC	PROGRAM_6	PROGRAM_7	
TEXT AND/OR IMAGES OF AD_1			

FIG. 18

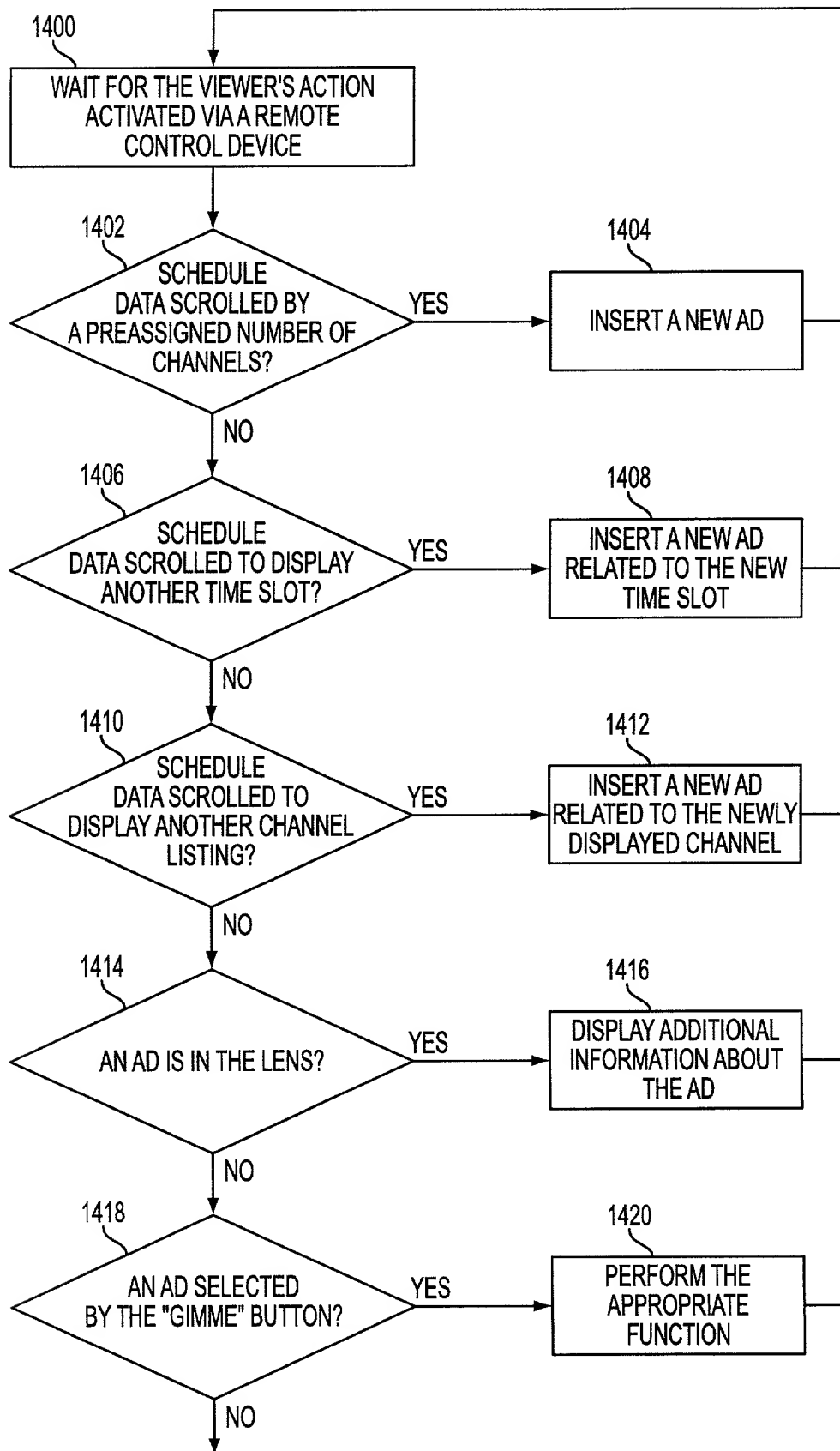


FIG. 19

```

ad_table()                                // rolling 12 hour tables
{
    table_version(8);
    format_version(8);
    block_size(16);
    offset_start_date_time(48);           // 32 bits BCD dates 16 bits minutes from midnight
    display_page_size_tv(16);             // The number of rows between Ad Banners in the Guide
    display_page_size_ec(16);             // The number of rows between Ad Banners in the Guide
    display_page_size_croads(16);         // The number of rows between Ad Banners in the Guide
    1st_fixed_loop_size(16);
    record_count(16);
    for (i=0; i<record_count; i++)        // Ordered by time, then rotation sequence
    {
        lineup_bitmap(24);                // 1st cut of Regional requirement
        navigator_zone(8);                 // Navigator zone in which this ad appears
        navigator_level(8);               // Navigator level in which this ad appears
        start_time(16);                   // minutes from offset_start_date_time
        stop_time(16);                    // minutes from offset_start_date_time
        cycle_duration(16);                // in minutes [0, ..., 65535]
        asset_type_part1(8);               // type for initially viewable portion of ad
        asset_id_part1(16);                // asset ID for initially viewable portion of ad
        asset_type_part2(8);               // type for extended lens portion of ad
        asset_id_part2(16);                // asset ID for extended lens portion of ad
        asset_type_PIP(8);                 // type for PIP portion of the ad
        asset_id_PIP(16);                  // asset ID for PIP portion of the ad
        priority(8);                       // Supports Ad rotation by priority
        intended_audience_bitmask(64);    // support for audience targeted ads
        category_id1(16);                  // support for Navigator Guide sort mapping
        category_id2(16);                  // support for Navigator Guide sort mapping
        category_id3(16);                  // support for Navigator Guide sort mapping
        category_id4(16);                  // support for Navigator Guide sort mapping
        ad_type(8);                        // defines only the high level ad type
        beg_display_row(16);                // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        end_display_row(16);                // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        display_row_package_count(8);       // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        position_service_id(16);            // used by ad types 0x03 and 0x05
        t_position(16);                    // Stub for Phase 3 ad position information
        v_position(16);                    // Stub for Phase 3 ad position information
        opacity(8);                        // Stub for Phase 3 ad opacity information
        astior_type(8);                     // specifies "G" key functionality
        service_id(16);                     // used by action type 0x02
        event_date_time(48);                // used by action type 0x02
        marques_id(16);                    // used by action type 0x03
        product_id(64);                     // used by action type 0x04
        virtual_page_id(16);                // used by action type 0x05
        variable_data_offset(32);
    }
    // (0 = variable data offset) points to here
    variable_data_count(16);
    for (j=0; j<variable_data_count; j++)   // variable data count
    {
        <<variable_data>>                  // eliminate duplicates in this loop
        url_string_length(16);
        url_string(-);                      // the URL associated with the action or ad
        display_row_package_length(16);     // ranges within or rows at which ads are displayable
        for (k=0; k<display_row_package_count; k++)
        {
            beg_display_row_range[k](16);
            end_display_row_range[k](16);
            [
                ad_part1_text_length(16);
                ad_part1_text(-);
                ad_part2_text_length(16);
                ad_part2_text(-);
            ]
        }
    }
}

```

FIG. 20